COUNSELING DEFINITIONS

TERM	DEFINITION
Client	The client is the business, if it exists. In the case of a prospective business, the client is the individual. In-Business: Completed required registration(s), if applicable, with the local, state, and/or Federal government (e.g., DBA registration, get a business license, agency issued tax identifications, etc.) AND At least one of the following: o Has documented a transaction from the sale of a product or professional or personal service for the purpose of gain or profit; o Has contracted for or compensated an employee(s) or independent contractor(s) to perform essential business functions; o Has acquired debt or equity capital to pursue business operations (e.g., to purchase inventory, equipment, building, business, etc.); or o Has incurred business expenses in the operation of a business. Nascent (Pre-venture) Entrepreneur: those individuals who have taken one or more active steps to form a business, according to the Kauffman Foundation (www.kauffman.org). This includes individuals seeking assistance from SBA and/or one of its resource partners. Start-up: those individuals who have been in business up to 12 months.
Counseling	Services provided to an individual and/or business that are: 1) Substantive in nature and require assistance from a resource partner or district office personnel in the formation, management, financing, and/or operation of a small business enterprise; AND 2) Specific to the needs of the business or individual AND 3) Require a signed SBA Form 641 or equivalent form that supports SBA's management information database.
Face-to-face Counseling	Meets the definition of "Counseling" and, The initial face-to-face counseling session should be no less than one hour (can include preparation time in this initial calculation) and includes any counseling session thereafter regardless of time. Face-to-face counseling is conducted in person between counselor(s) and client representatives.

Online Counseling	Meets the definition of "Counseling", is computer or internet-based, and, The recipient of the counseling must acknowledge, through an SBA Form 641 or an SBA approved "electronic substitute," the requirements imposed by accepting counseling assistance from the SBA or its resource partner(s). AND The initial online counseling session should be no less than 30 minutes (can include prep time in this initial consultation).
Telephone Counseling	Meets the definition of "Counseling" and, The recipient of the counseling must acknowledge, through an SBA Form 641 or an SBA approved "electronic substitute," the requirements imposed by accepting counseling assistance from the SBA or its resource partner(s). AND The initial telephone counseling session should be no less than 30 minutes (can include prep time in this initial consultation).
Long-term Counseling	Meets the definition of "Counseling" and, Includes 5 or more hours of contact and prep time per individual or business during that fiscal year.
Extended Engagement Client	Meets the definition of "Counseling" and, Includes 5 or more hours of contact time per individual or business during that fiscal year or any prior year.
Contact Hours (Form 641, line 50a)	The amount of time spent directly counseling/interacting with a business or individual client.
Preparation Hours (Form 641, line 50b)	The amount of time spent preparing and researching information for a business or individual client.
Travel Hours (Form 641, line 50c)	The amount of time spent traveling to/from a location (separate from assigned post-of-duty) to meet with business or individual clients. If meeting with more than one client, travel time is only counted once.

TRAINING DEFINITIONS	
TERM	**DEFINITION**
Training (including long-term training)	An activity or event presented or cosponsored by a resource partner, district office or other SBA office which delivers a structured program of knowledge, information or experience on an entrepreneurial or business-related subject. Training is designed for the participant's acquisition of knowledge, skills, and competencies that relates to specific useful skills. The training must last for a minimum of one hour and include two or more clients in attendance.
Co-hosted Training (collaborative)	Meet the definition of "Training" and further defined as, An activity where each host organization actively participates and contributes substantially to the training.
Total Hours of Training	Total hours of training hours are the number of hours that the trainer spends teaching the training session.
Online Training	Online training is a structured program of knowledge, information or experience on an entrepreneurial or business-related subject and is delivered through a computer and/or the internet. It must be of a quality and substantive nature, and include a registration process as well as an evaluation process (e.g. 1-5 star ranking). Online training can be synchronous or asynchronous. The training must be for a minimum of 30 minutes and a course evaluation must be made available. Online training must include one or more participating clients. e.g. a resource partner provides a registration and link to the training; it can count as online training (note: must meet other criteria listed above). Synchronous: A group of clients proceed through the training module(s) or program as a group. Asynchronous: A client individually proceeds through the training module(s) or program individually and is self-paced.

OTHER DEFINITIONS	
TERM	**DEFINITION**
Capital Infusion	Capital infusion includes all forms of capital debt, investments from all sources (i.e., lines of credit, consumer debt products used specifically for the business, angel investors, owner's capital contributions, etc.). Credit lines and other revolving debt facilities/instruments are to be recognized for the full amount of the line of credit when established and not to be based on individual draw-downs. Aggregate total of the following: ▪ Dollar amount of SBA loans ▪ Dollar amount of non-SBA loans ▪ Dollar amount of equity capital (to include private investment)
Jobs Retained	Jobs retained are identified as employee positions a business would have otherwise eliminated due to downsizing or closing or downsizing. This measure is be collected annually by survey and reported in EDMIS II in economic impact area.
Information Transfer	This item has been deleted for FY2007 and FY2008. SBA staff should reference new FY2008 definition "S*BA District Office Initial Client Assessment"*.
SBA District Office Initial Client Assessment (Not required for OED resource partners)	SBA District Office Initial Client Assessment is a new definition introduced in FY2008 to capture local service to small businesses not otherwise meeting the definition of "counseling". The definition covers initial client contact and assessments for sessions of <u>less than one hour</u> of interaction with the client for face-to-face counseling and <u>less than one-half hour for online counseling</u>. Assistance longer than one hour will be considered as meeting the 'Counseling' definition. Initial Client Assessment can include basic needs assessment, information dissemination, assistance to onsite library users, and trade show booth visitors. Service to lenders is allowable so long as lender meets the appropriate SBA definition of "small business".

REPORTING	
ITEM	INSTRUCTIONS
Reporting Online Counseling	At a minimum the following fields should be completed on SBA Form 641 or an SBA approved electronic substitute, for online counseling. #3 – Client Name or approved client-coded name/number #4 – Email Address #10 – Zip Code
Reporting Telephone Counseling	At a minimum the following fields should be completed on SBA Form 641 or an SBA approved electronic substitute, for telephone counseling. #3 – Client Name or approved client-coded name/number #5 – Telephone Number #10 – Zip Code
Reporting Face-to-Face Counseling	Each client will be counted once in a fiscal year, with the reporting to include both the number of sessions and the number of hours spent with each. If multiple people participate from one business, only one person will complete SBA Form 641. The counselor will note how many people were there so that the number of people served can be tracked. This will only be collected on the initial SBA Form 641.

<table>
<tr><td>Reporting Training</td><td>The SBA Form 888 is used to collect and report information on traditional classroom-style training. There must be two or more clients in attendance.

The agenda and/or program content, attendee list, and evaluations are required for each training event. Records for these training events must be kept at the resource partner location and available for site review.</td></tr>
<tr><td>Reporting Online Training</td><td>An SBA Form 888 is required for all online training events. There must be one or more clients participating in the online training.

At a minimum, the following fields should be completed on a registration form for online training.

Client Name or approved client-coded name/number
Email Address
Zip Code

<u>Every attempt should be made to collect these data:</u>
Race
Ethnicity
Gender
Disability
Veteran Status
Military Status

Client registration records and other course information must be retained and made available for review.

e.g. If the resource partner holds an online training session with five satellite events with individual sign-ins, facilitators, etc., they should count as five different training sessions, as each meets the definition of “online training.”</td></tr>
<tr><td>Reporting Co-hosted training
(collaborative)</td><td>When reporting training numbers for a co-hosted training, the hosts must work together to determine how to equitably divide the number of clients among themselves. Double counting of clients is not permitted.

Examples involving multiple resource partners contributing to a single training event:

A) If each resource partner contributes a significant amount of presentation time (defined as <u>one hour or more per partner</u>), then each host could count all attendees.

Accordingly, if five partners co-hosted a training event with five hours of total presentation time (each partner delivering training for at least one hour) and fifteen persons attended the event, each partner could count fifteen persons trained for one hour each.

B) If each partner puts in <u>less than one hour (per partner</u>) of presentation time, the attendee count would be divided among the hosts based on mutual agreement.</td></tr>
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	Accordingly, if five partners co-hosted a training event with 1.5 hours of total presentation time (each partner delivering training for less than one hour) and fifteen persons attended the event, the partners would negotiate how to divide the number of attendees (e.g., each partner could count three persons trained for 1.5 hours).
Reporting SBA District Office Initial Client Assessment	SBA District Office Direct Service will be reported on a form to be identified in early FY2008. District Offices will be provided additional reporting instructions on this new definition.
Reporting Training with Multiple Sessions	Each session of a multiple-session training program or course may be counted as an individual course on SBA Form 888. A SBA Form 888 should be completed for each session or component that requires a separate registration. Sessions must correspond with the minimum training duration identified in the definitions listed above.
Mentor-Protégé Roundtables (including WNET roundtables)	Mentor-protégé roundtables link more experienced businesses over a significant time, with less experienced businesses or nascent entrepreneurs. The participants usually meet on a regular basis, either one-on-one or in a group setting. The SBA and/or its resource partners provide the staff time and forge the partnerships necessary to pair mentors and protégés. The counselors' time should be allocated equally to attending clients.
Reporting Capital Infusion	Capital infusion will be tracked throughout each fiscal year and compiled from year-to-year to collect aggregate data.